

## AGENDA

**THURSDAY, FEB. 23, 2023**

**3 – 4:30 p.m.**

- Welcome & introductions
- Overview of application review process
- Review and approve long term expenditures
  - PFD expenditure
  - Visit Everett tourism program expenditure
- Review and vote on LTAC applications (in alphabetical order below)
  - ❖ Apex Racing Everett Omnium
  - ❖ Caroling in the Park - Bayside
  - ❖ COE 1 - 4th of July Colors of Freedom Festival
  - ❖ COE 2 - Wintertide
  - ❖ COE 3 - Sorticulture
  - ❖ COE Parks Jetty Island
  - ❖ Cruzin' Colby
  - ❖ Downtown Flower Program
  - ❖ ESDA Spring/Summer Events
  - ❖ Everett 3on3 basketball tournament
  - ❖ Everett FC Jets Semi-Pro Soccer Season
  - ❖ Everett History Museum Marketing and Awareness
  - ❖ Everett Pride
  - ❖ Everett Uncorked
  - ❖ Fisherman's Village Music Festival
  - ❖ Fourth of July Parade
  - ❖ Imagine Childrens Museum Marketing
  - ❖ International Quilt and Fiber Arts Festival
  - ❖ Olympic Ballet Theatre
  - ❖ Port of Everett Winter Festivities
  - ❖ Salmon for Soldiers 10th Annual Day of Honor
  - ❖ Salty Sea Days
  - ❖ Schack Art Center Exhibitions, Classes, Workshops, Festivals and Events
  - ❖ Snohomish Women's Run Half Marathon and 10k
  - ❖ Upper Left Beerfest and Everett Food Truck Festival
  - ❖ Village Theatre: Mainstage Productions
  - ❖ Wheels on the Waterfront
  - ❖ WIAA 3A/4A Baseball State Championship
  - ❖ Wintertide Lights
- Adjourn

The Lodging Tax Advisory Committee may recommend full, partial or no funding for each project. Below is the point system you can use to guide your decision on each applicant:

1. Project impact. How will the City of Everett and/or the community be impacted by this project? Will its impact be experienced by a broad spectrum of our community? Will it draw visitors from outside the City? **25 points**
2. Clarity. Does the proposal clearly and concisely present a definite, well-described product for which the City's assistance is being sought? If appropriate to do so, does the proposal describe how the City-supported product will be integrated into a larger effort (e.g., a brochure which promotes a cultural event: does the proposal describe the brochure as well as summarizing the purpose and scope of the event and the role the brochure will play in its success)? **20 points**
3. Cost-effectiveness. Does the project propose an efficient, economical use of the City's funds? **20 points**
4. Degree of match. What is the proponent's percentage of matching resource? A match of at least 25% of the total project value (City funds plus sponsor's share) is required; a higher rate will improve a project's stature accordingly. **10 points**
5. Marketing. How will the proposed project be marketed and how will that marketing recognize the City's participation? How broadly will that marketing reach beyond the City limits? **10 points**
6. Innovation. Does the project represent an unusual approach, does it promote a new venture or event, or does it move the City's Hotel/Motel program in a useful new direction? **10 points**
7. Cooperative nature. What kind and degree of inter-organizational or inter-jurisdictional partnership does the project exhibit? **5 points**

## **BONUS POINTS**

The City has an interest in spreading the impacts of tourism more evenly over the entire year, expanding overnight stays, and in acting as a partner with other jurisdictions that collect their own Hotel/Motel funds. Bonus points will be given to proposals that can convince the Lodging Tax Advisory Committee that, if funded, the projects will advance these goals. A maximum of 20 additional points can be awarded in this area.

1. Off-season development. Will the project promote tourism development during the off-season (Sept. 1 through June 30)? **10 points**
2. Overnight visitors. Has the project convincingly established that it will attract overnight visitors? If so, does it quantify the anticipated stays and offer a credible method for corroborating the projections? **10 points**

